

## Community Empowerment Program for Strengthening Green Consumer Behavior in the Philippines

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### Abstract

This community service program aimed to strengthen green consumer behavior among Filipino consumers through a community-based awareness and empowerment model. Preliminary assessment identified three major problems: the persistence of the attitude-behavior gap, limited trust toward green claims, and low accessibility of sustainable products. The intervention consisted of educational workshops, digital awareness campaigns, stakeholder dialogue, and green product promotion collaboration. The program involved 45 participants composed of university students, local entrepreneurs, and community members. Evaluation results indicated a 41% increase in green purchase intention scores, a 36% increase in trust toward certified green brands, and improved awareness regarding eco-label interpretation. The innovation integrates socio-moral messaging, value-based pricing education, and accessibility mapping to reduce behavioral barriers. The program contributes to sustainable consumption initiatives aligned with SDG 12 and SDG 13. Strengthening trust, accessibility, and behavioral control significantly improves the conversion of environmental concern into actual green purchasing behavior.

**Keywords:** Community empowerment; Green marketing; Sustainable consumption; Consumer behavior; Philippines

### INTRODUCTION

Despite increasing environmental awareness in the Philippines, a significant gap persists between positive attitudes toward sustainability and actual green purchasing behavior. Consumers express concern for climate change and waste reduction, yet price sensitivity, trust issues, and limited product access hinder consistent behavior. Existing academic studies identify these factors but lack structured community-level interventions. This program addresses the implementation gap by developing a localized green consumer empowerment model.

### GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

Location: Davao Region, Philippines.

Target beneficiaries include university students, young consumers, and small local entrepreneurs.

Table 1. Target Description

| No | Name of Target                        | Characteristics          | Amount | General Problem                   |
|----|---------------------------------------|--------------------------|--------|-----------------------------------|
| 1  | Young Consumers (Gen Z & Millennials) | Urban students & workers | 35     | Attitude-behavior gap             |
| 2  | Local Entrepreneurs                   | SME owners               | 10     | Limited green marketing knowledge |

Table 2. Problem and Solution Framework

| No | Problem                       | Solution                    | Indicators                            |
|----|-------------------------------|-----------------------------|---------------------------------------|
| 1  | Attitude-behavior gap         | Green awareness workshop    | Increase purchase intention score     |
| 2  | Low trust in green claims     | Eco-label literacy session  | Increase trust level                  |
| 3  | Limited product accessibility | Local green product mapping | Increase perceived behavioral control |

## METHOD

The program applied a participatory empowerment approach consisting of needs assessment, educational workshops, digital awareness campaigns, stakeholder dialogue, and green product mapping. Pre- and post-intervention surveys were administered to measure changes in green purchase intention, trust perception, and behavioral control.

## RESULTS AND DISCUSSION

Table 3. Green Purchase Intention Before and After Intervention

| Indicator                    | Before | After |
|------------------------------|--------|-------|
| Purchase Intention           | 52%    | 93%   |
| Trust in Green Claims        | 48%    | 84%   |
| Perceived Behavioral Control | 46%    | 79%   |

Results demonstrate substantial improvement in behavioral indicators after intervention. The empowerment model effectively reduced psychological and accessibility barriers.

## CONCLUSIONS AND SUGGESTIONS

The community empowerment approach significantly improved green purchase intention, trust toward eco-labels, and perceived behavioral control among participants. Integrated educational and accessibility strategies are essential to convert environmental concern into consistent green purchasing behavior. Sustained collaboration between universities, business sectors, and local government is recommended.